Georgia Perimeter College Alumni Association Board Meeting

October 27, 2010
Dunwoody Campus

Minutes - Draft

Present: Melinda Mock, Karl Enderle, Rahim Mawji, Linda Karr, Zaire Fletcher, Marilyn Burnett.

Absent: Kitty Gold

Guests: Collins Foster, Director of Alumni Relations; Liani Swingle, Assistant Director of Alumni Programs.

1. Welcome & President’s Report
Ms. Melinda Mock called the meeting to order at 6:10 p.m. by welcoming the Board members and guests.

Ms. Mock informed the members that she had represented the Alumni Association at the following campus events: GPC Foundation President’s Dinner in August, GPC Night at Turner Field in September, along with Linda Karr, the September meeting of PCANS at which she spoke to students about her nursing career, the GPC Foundation Retreat in October and the Nursing Departments NLN accreditation visit in October.

The Board approved the minutes from the July 28, 2010 and September 17, 2010 meetings.

2. Committee Updates
   i. Events Committee
Ms. Mock presented the proposed 2011 alumni event calendar to the members in Ms. Gold’s absence. She noted that the document is a work in progress at this point, and the alumni staff would be working with the events committee and finance committee to provide more event-specific details as they became available.

The events committee asked the Board to approve the general direction of events for 2011, with the understanding that events may change based on changes in the college’s environment.

Ms. Karr asked for clarification on which events were to be driven by alumni and which events were driven by various campus departments. She expressed concern about the number of events proposed for 2011, given the size of the alumni staff and alumni board. She also noted she didn’t see much correlation between the proposed events and those suggested in the September 17, 2010 brainstorming session.

Ms. Foster noted a document was provided to the events committee showing how the events from the brainstorming session were incorporated, and will ask Ms. Gold to provide the document to the full board after the meeting.
Ms. Foster also noted the alumni staff met with Jeff Tarnowski, Vice President of Institutional Advancement, to review the proposed 2011 alumni event calendar. During the meeting, Mr. Tarnowski asked the alumni staff to consider diversifying the proposed topics related to the alumni success series so they would be geared to a wider range of alums. The original topics were focused on alums entering the workforce or who are unemployed and trying to re-enter the workforce.

Ms. Foster noted that the alumni and advancement staff were taking steps to indentify successful alums who are established in their careers, and that can offer advice, mentorship and career connections to the alums entering and/or re-entering the workforce.

Zaire Fletcher noted that she feels we should focus on engaging tiers of alums so we can identify those who need career services as well as those who can provide career services.

The motion was made to move forward with the proposed 2011 event concepts. The motion was seconded and approved with no further discussion.

ii. Membership Committee
Marilyn Burnett presented an outline for the 2011 membership campaign plan which included the following elements: print piece, web presence, email, new/renewal membership acknowledgement plan and membership benefit categories. Ms. Burnett also suggested adding billboard and print advertisement to the campaign plan.

Ms. Fletcher suggested the alumni board members participate in a phone-a-thon to encourage new and renewing members to join in 2011.

The membership committee asked the board to approve the following: membership dues remain at $25 for 2011, the membership dues split between the Alumni Association and affinity groups (NAA and DHAA) remain at $15 going toward the AA and $10 going toward the affinity groups and the membership year move to a rolling 12-month membership instead of a January 1 through December 31 membership year.

The motion was made to accept the membership committee’s recommendations. The motion was seconded and approved with no further discussion.

iii. Scholarship & Awards Committee
Ms. Burnett asked the members to consider dividing the Outstanding Alumnus Award into three categories: emerging leader, awarded to a current GPC student; recent alumni, awarded to a former student who is within 15 years of leaving GPC; and a distinguished alumni, awarded to a former student who left DeKalb College or GPC more than 15 years ago.
Ms. Karr asked what the dollar amount for the awards would be. Ms. Mock informed the members that there is no monetary award given to the recipients, only a trophy-style award. She also noted the Outstanding Alumnus Award is presented to the recipient at May commencement.

Ms. Fletcher suggested the recipients also be featured in the Collegian.

Ms. Mock asked if criteria were being developed for the additional awards and Mr. Mawji confirmed it was, and would be presented to the Board at a later date.

Rahim Mawji informed the members he and Ms. Burnett were working with Ms. Foster to identify possible changes to the Alumni Association Scholarship criteria and award amount to encourage more applicants and elevate Alumni Association visibility among current students.

The scholarship and awards committee will be meeting with Erica Hart, Assistant Director of Scholarships and the Annual Fund, and Felicia Hardin-Lewis, Scholarship Coordinator, in the next few months to discuss scholarship changes.

The motion was made to divide the Outstanding Alumnus Award into three categories: emerging, recent and distinguished. The motion was seconded and approved with no further discussion.

iv. **Nominating Committee**

Ms. Fletcher presented a draft of a board and committee nomination/application form to the members. She noted the form will eventually be housed on the Alumni Association’s website and submissions will be directed to Ms. Foster’s email account. Ms. Foster will set up an automated response email so applicants will receive an immediate email thanking them for their submission and letting them know an alumni representative will be in contact. Ms. Fletcher also noted the nominating committee and Ms. Foster would decide on a case-by-case basis who would reach out to applicants for the time being.

Ms. Fletcher asked that ‘dues-paying’ be added to the board/committee eligibility description. Ms. Karr asked the sentence referring to references be re-worded. Ms. Mock asked that a professional/volunteer C/V or resume be accepted.

The motion was made to accept the nomination/application form draft with the noted changes. The motion was seconded and approved with no further discussion.

The form will be added to the Alumni Association website ASAP.
v. **Finance Committee**

Ms. Karr presented a draft Alumni Association budget and modified YTD financial report showing revenues and expenses categorized by events and membership. She noted the documents were simply a draft and asked for input from the members as to how they would like to see the financials reported. She also noted she will fill in more specific 2011 budget projections as the 2011 event calendar is developed.

Deposits as of 9/30/10 totaled $1,504.98. Expenses as of 9/30/10 totaled $1,563.03. The ending balance as of 9/30/10 totaled $791.52.

The motion was made to accept the financials as reported. The motion was seconded and approved with no further discussion.

vi. **Announcements**

Ms. Mock asked that Isaac Boring’s resignation from the Board in September 2010 due to school demands be reflected in the minutes of the October 27, 2010 meeting.

3. **Next Meeting(s)**

i. **Wednesday, December 1, 2010, 7 p.m. – Alumni Board Holiday Dinner, Fleming’s Steakhouse**

Ms. Mock thanked the members for their attendance and adjourned the meeting at 7:50 p.m.